

Wisconsin Society of Architects
May 1987

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Projects

- 7 Wisconsin Bell Switching Station
Plunkett Keymar Reginato Architects
- 9 Plaza East Parking Pavilion
the Zimmerman Design Group
- 15 Perry Printing Corporate Headquarters
HSR Associates, Inc.
- 17 Cray Research Products Support Facility
Ayres Associates
- 19 Kuettner Oldsmobile Showroom
Slater Associates, Inc.
- 23 Northern States Power General Office Building
Ayres Associates

Features

- 10 Splendor: In The Heart Of A Warehouse
Daniel J. Roarty

Departments

- 5 Guidelines
- 25 Forum
- 30 Society News
- 34 Marketplace

Front Cover: Lands End Office Building, Dodgeville
Photographer: Donald Joslin Enterprises

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A very wise man once said: "It is far better to call S & S today than to have to call for help tomorrow." Not Confucius, perhaps. But still very wise.



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Speaking of Political Action Committees, the following items were gleaned from the U.S. Military Budget:

<i>Item</i>	<i>Unit Cost</i>	<i>No. Requested by Administration</i>
<i>M-1 Tank</i>	<i>\$ 2,528,000</i>	<i>840</i>
<i>F/A-18 Aircraft</i>	<i>33,573,000</i>	<i>84</i>
<i>F-15 Aircraft</i>	<i>44,560,000</i>	<i>48</i>
<i>CG-476 AEGIS Cruiser</i>	<i>946,000,000</i>	<i>3</i>
<i>SSN-688 Submarine</i>	<i>692,575,000</i>	<i>4</i>
<i>AH-64 Helicopter</i>	<i>8,756,000</i>	<i>112</i>
<i>Recommission USS Wisconsin:</i>	<i>\$349,000,000.</i>	

The money to buy one M-1 tank would pay for a nice library for any one of a number of towns in Wisconsin. The money for one F/A-18 aircraft would pay for a Convocation Center for the University. The money for one F-15 aircraft would pay for an excellent Convention Center. The money for one CG-47 AEGIS Cruiser would provide every state in the union with almost \$20,000,000 for new low and moderate income housing. And so on and on. This is only a fraction of the total list.

Write your Senator, Congressman or President Reagan.

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Project

Wisconsin Bell Switching Station

Architect

Plunkett Keymar Reginato Architects

General Contractor

A. Guenther & Sons Co.

Location

Brookfield, Wisconsin

The floor plan evolved quite naturally from equipment layouts, functional relationships and the owner's vast experience. The "L"-shaped plan was placed at the back of the site to limit the conspicuousness of the building, provide adequate front yard for landscaping (to provide a foreground) and to allow future addition of potential buildings and their commensurate parking needs.

Building materials were selected for their durability and compatibility with neighboring buildings including, concrete block and face brick

walls, well protected by broad overhanging eaves and concrete roof tiles for their durability. Similarly, sloped roof form was selected to protect from the elements, provide mechanical and ventilating space and to relate to adjoining residential, single story, "ranch" buildings. Broad overhangs and supporting columns and contrasting brick bands were introduced to give the otherwise fenestration-less building a sense of scale and detail.

Photography: PKR

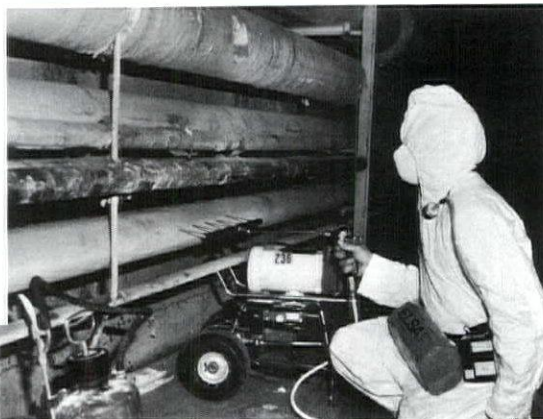
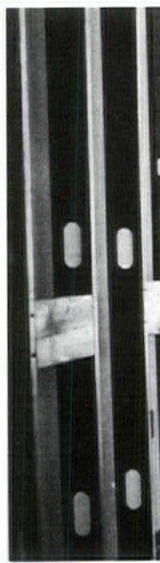
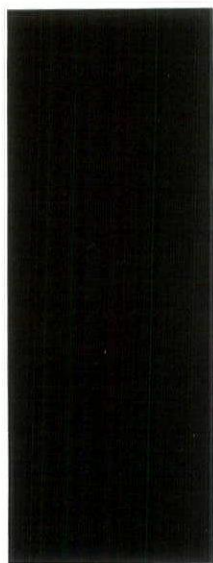


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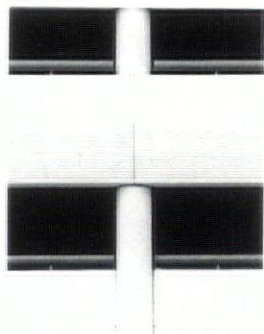
Project

Architect

General Contractor

Location

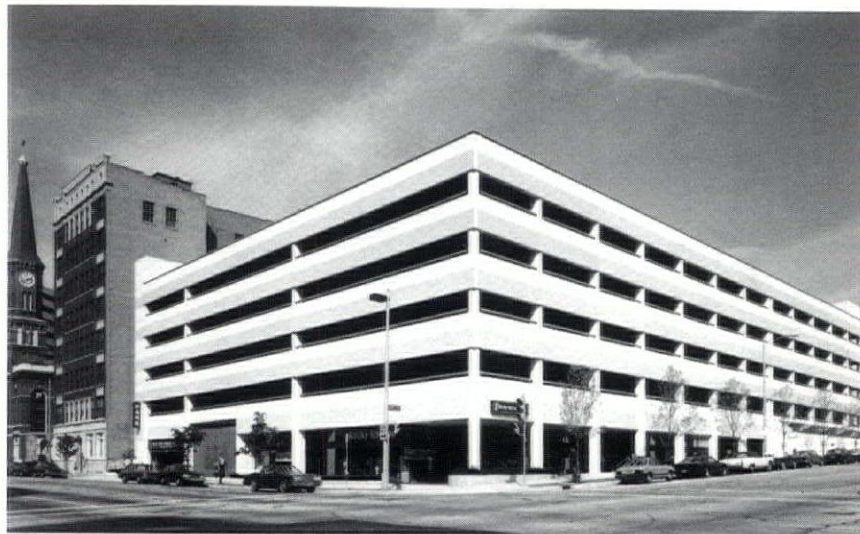
**Plaza East Parking Pavilion
the Zimmerman Design Group
Hussinger Construction Management, Inc.
Milwaukee, Wisconsin**



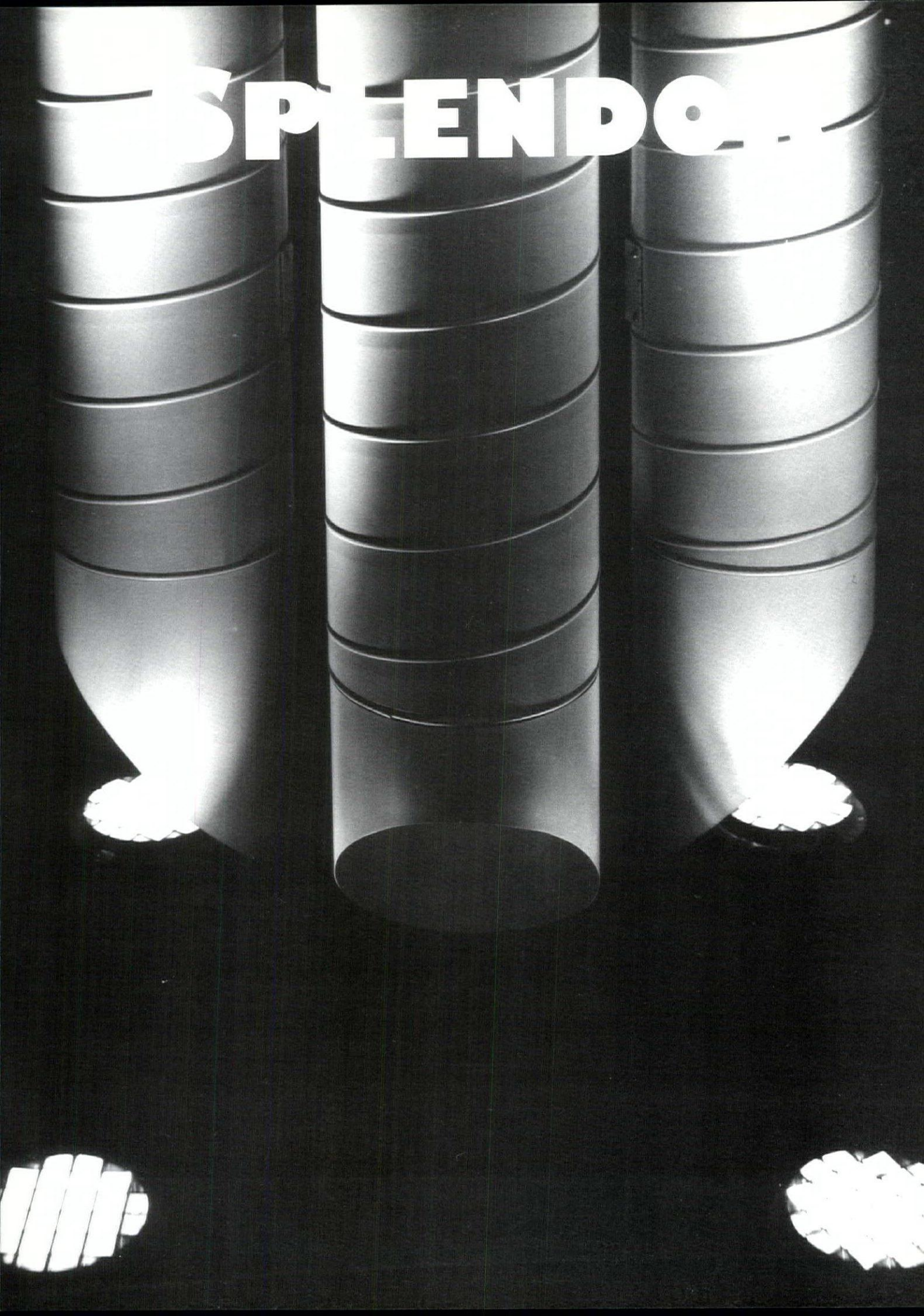
The dense urban site for this downtown parking facility had one-way traffic on three sides and no access on the fourth. Site is sloped to accommodate two level grade access. Result is a 673 space parking structure with 18,000 sq. ft. of commercial/retail space on the first level. The parking pavilion had to relate to existing Plaza East office towers as well as serve two office towers two blocks away.

Precast concrete structure and exterior cladding identify the structure with its trim colors and articulate panel fluting. The architect carved a corner access and provided a "stair plaza" to give flexibility to tenant entrance requirements and interest to exterior design. Well lighted glass stairwells provide security for parking patrons.

Photography: Howard N. Kaplan



SPEED OF



IN THE HEART OF A WAREHOUSE



by Daniel J. Roarty

This client is a company which respects the needs of its employees. Lands' End of Dodgeville, Wisconsin, has provided an architectural surprise, a skylit garden lunchroom in the center of its warehouse. This space, called "The Atrium", was designed by Martinson, Inc. to become the focus of relaxation and conversation for the entire company.

What began in a Chicago basement as a sailboat racing equipment business, with some clothing included, has expanded to become one of the country's most significant mail-order clothing businesses. The first Lands' End distribution center in Dodgeville was built seven years ago as a 44,000 square foot metal building. Later, an office was added, then the warehouse was doubled in size, and finally a new distribution center was built. Today, Lands' End has nearly a half million square feet of warehouse and office space and is still growing.

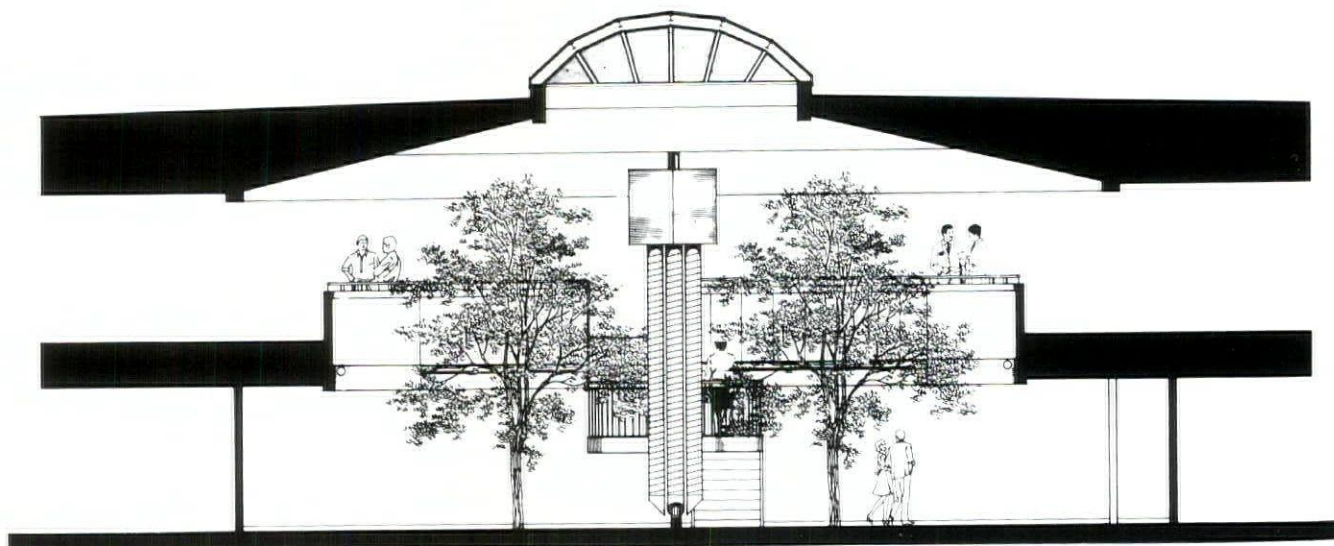
Like any company which grows rapidly, Lands' End has had to use all of its facilities in the best manner possible. When the new 150,000 square foot pre-cast concrete distribution facility was completed in 1983, Martinson Architects was retained to convert the former warehouse into office space. The program for the office expansion included a 34,000 square foot addition to the existing mezzanine and the introduction of natural light to the center of the building.

The building was to be organized into departments with private offices at the outside walls (to take advantage of new windows) and open office space sub-divided with movable partitions and office furniture toward the interior. Most of the offices were located on the second floor. In addition to departmental areas, the program also required training rooms, telephone stations,

storage, a quality assurance lab, a catalog planning area, and a lunchroom.

The owner asked specifically that this "office space" not feel like a modified metal warehouse. Though all the spaces are functionally designed and do not look like warehouse space, it is the lunchroom which is special. Being centrally located, the lunchroom took on greater importance and became the "Atrium". It is located on the same axis as the employee entrance and is linked to this entrance by similar floor tile and wall coverings. The stair in the entrance corridor is repeated in the Atrium.

The most striking feature of this two story space is its openness. The introduction of outside light, the change of levels, and the use of materials have created expansive interior views. The skylight is a 16 foot by 75 foot six segment barrel-vault engineered by Super Sky Products, Inc. The balcony serves as circulation space for the offices on the second floor. Lighting, diffuser grills, sound absorptive material, and



PARTIAL SECTION/ELEVATION

railing are integrated with the balcony wall. The ceiling of the second floor slopes up toward the skylight and is carefully detailed with the beams and skylight well. The floor carpet is set in a border of paving tiles which reflects the balcony edge and defines the circulation around the Atrium. Five 20 foot high weeping figs (*Ficus Benjamina*) have been planted in the space to filter the sunlight, screen views and provide a degree of privacy.

The architect and Advanced Temperature Technicians, Inc. collaborated on the design of two air de-stratification units which handle the air cleaning and conditioning and act as sculptural elements in the midst of the space. Each unit consists of four 12" diameter spiral HVAC ducts mounted on a 6" diameter structural column. The four ducts are connected to a three and a half foot square box, four and a half feet high which houses the circulating fans. The structural column continues through the box to the beam which carries the load from

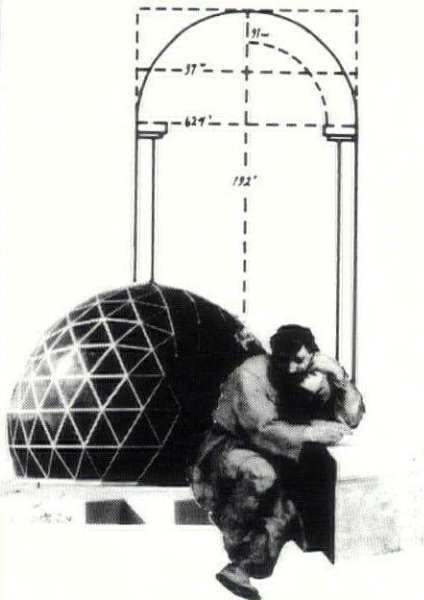
the skylight. The units return the lunchroom air to the lower level, cleaning the air with electronic air cleaners. This system prevents excessive heat buildup near the skylight and limits migration of lunchroom smoke and odors into the office areas on the upper level.

The Atrium also features a stair which matches the stair near the entrance. Each curves around a 20 inch diameter concrete pier. Mounted on top of the pier is a blue laminated drum housing a light, which reflects up onto a white, 28 inch diameter half-sphere planter. Lighting was designed by Gary Steffy.

General contractor for this project was D. F. Meudt Construction, Inc.

Employees have been very vocal concerning their appreciation of natural light, the relaxing power of being near real trees and the feeling of being appreciated by their employers.

*Photography:
Donald Joslin Enterprise*



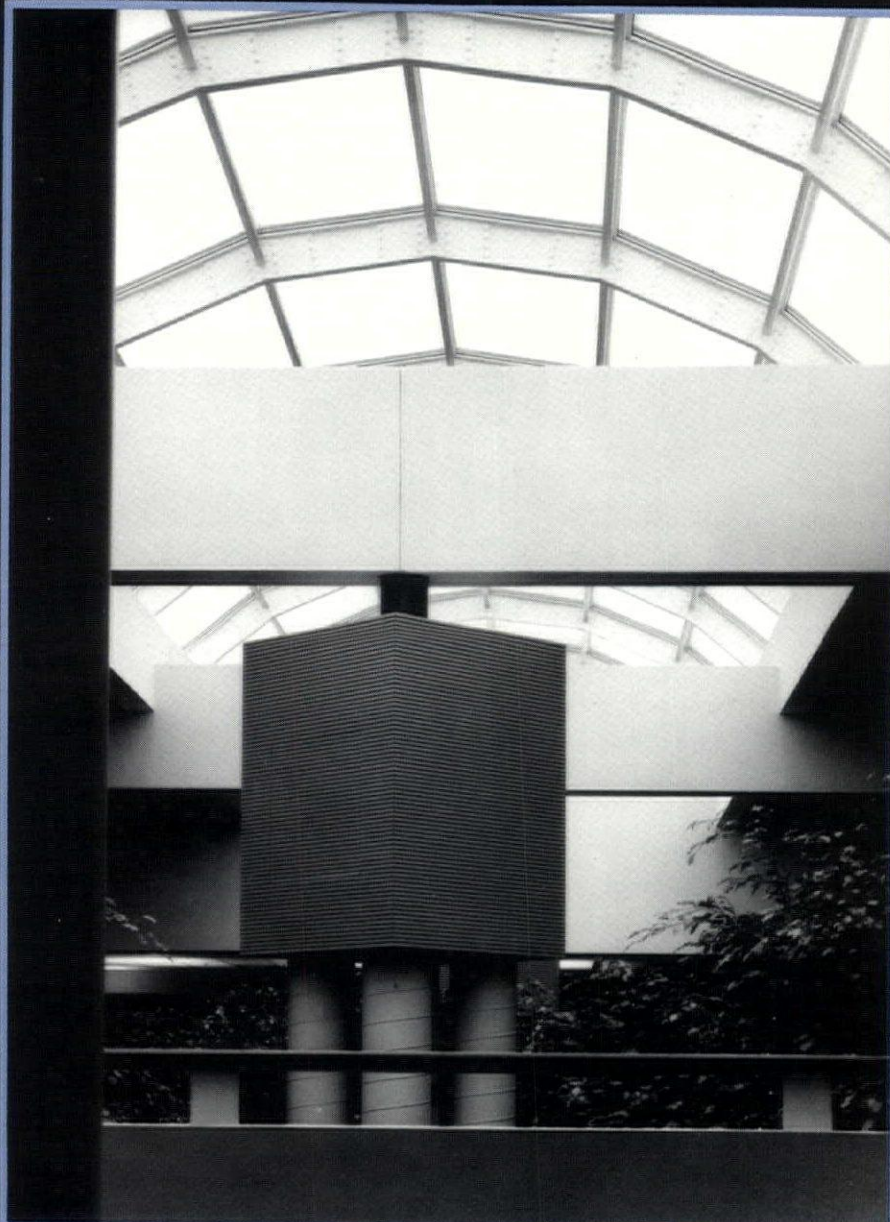
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Land's End Office Building, Dodgeville, WI. Architect: Martinson & Associates. Photography by: Donald Joslin Enterprises.

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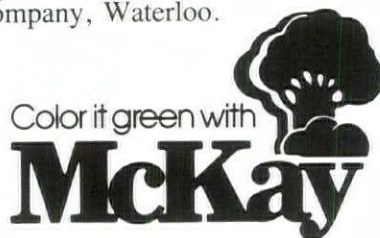
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Project

Architect

General Contractor

Location

Perry Printing Corporate Headquarters

HSR Associates, Inc.

Midstate Corporation of Wisconsin

Waterloo, Wisconsin

The continuing growth of a major printing corporation in a small rural community created a need for the corporation to consolidate its administration into one corporate headquarters.

The site selected was along the sloped river bank separating the plant from the adjoining residential area. A major street borders the south edge of the natural site.

The design solution was to use a natural extension of the river bank into the building, and then accent this with high naturally lit areas and views of the river at major points within the building. The building

was sited into the slope to create an extension of the building from the river and also reduce the scale at the western residential edge.

Masonry and glass were used to reflect and compliment its location on the river. Its angled forms and distinctive shapes provide a feeling of the sophistication and growing technology of the corporation. Extensive natural landscaping was used to complete the design with heavy berming to conceal the parking areas.

Photography: Rowe Sylvester



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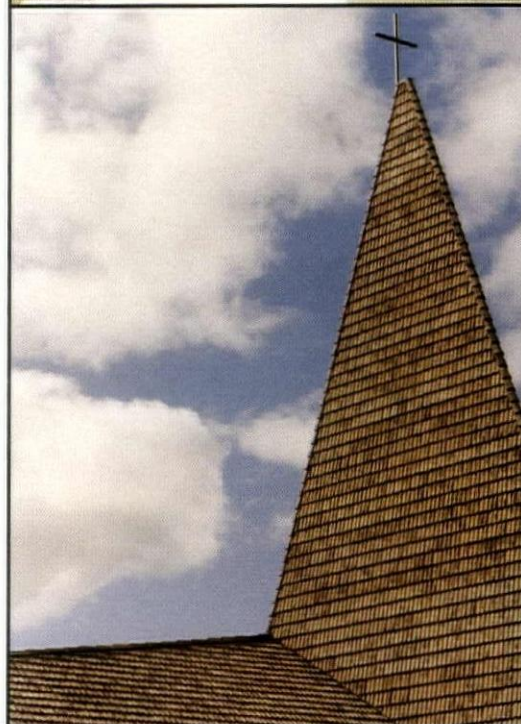
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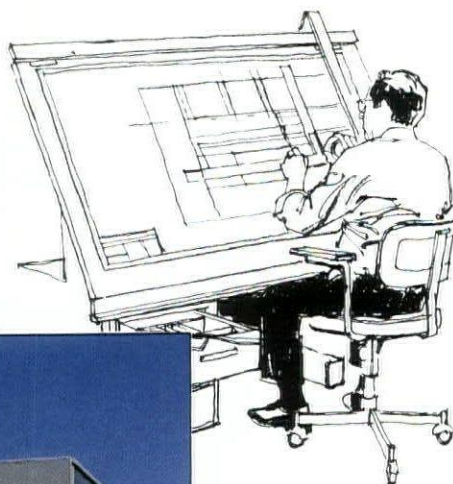


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... as installed on the Wisconsin State Office Building, Green Bay, WI.



Ozolins-D'Jock
Architect
Eau Claire, Wisconsin



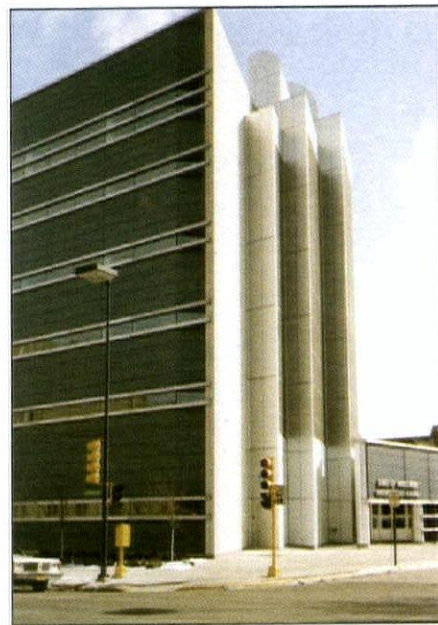
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Penthouse equipment enclosures



Radius column covers



Note the crisp corners and sight lines

Project

Architect

General Contractor

Location

Cray Research Product Support Facility

Ayres Associates

Market & Johnson, Inc.

Chippewa Falls, Wisconsin

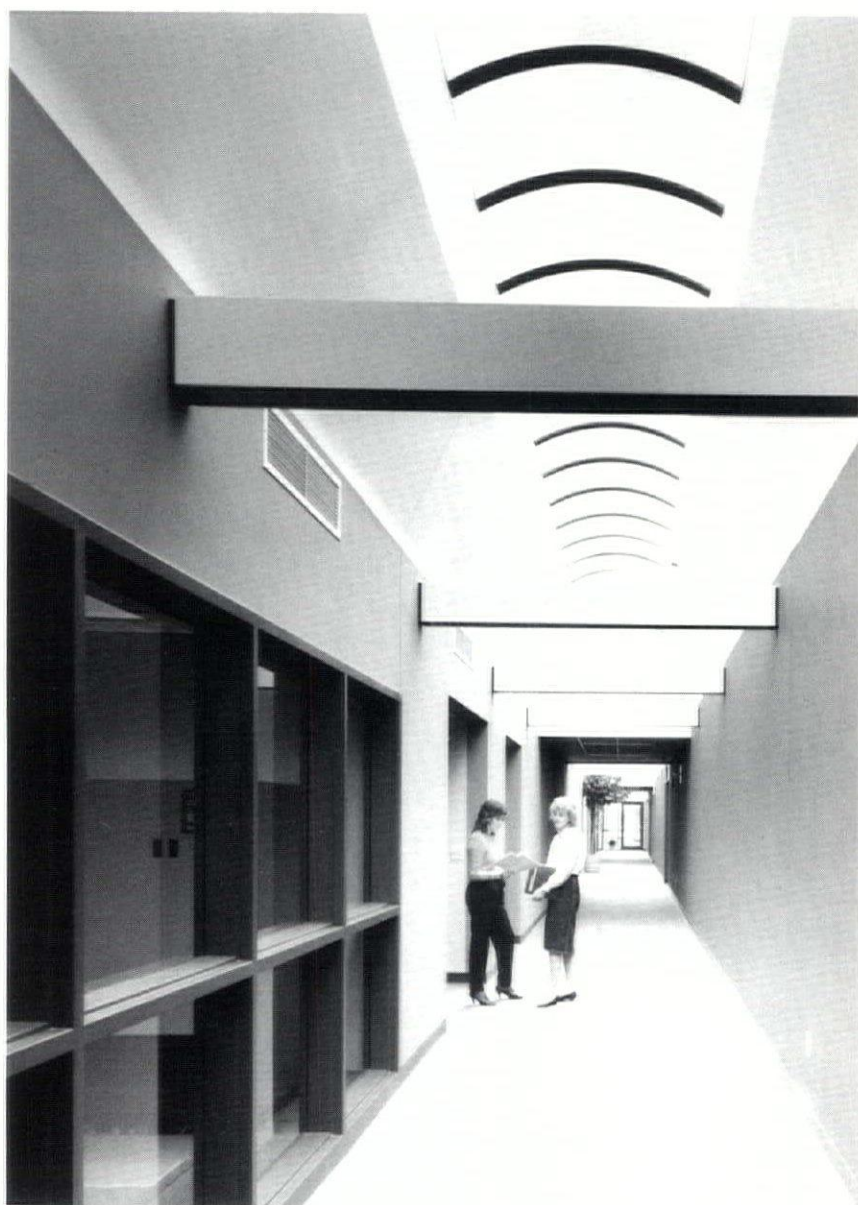


The rapid growth of Cray Research, the worlds largest manufacturer of super computers, necessitated additional office space. By its nature a fast paced business, the company desired new accommodations in similar manner. Designed to match the adjacent manufacturing facility, the Product Support Facility was completed in ten months.

The single story building contains research and development, account-

ing offices, employee training facilities and classrooms, as well as security systems to safeguard various areas of highly confidential information. The combination steel frame and precast concrete structure also houses a water-to-air closed loop heat pump that extracts heat from computer operations for space heating.

Photography: Eric Oxendorf



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Kuettner Oldsmobile Showroom

Architect

Slater Associates, Inc.

Construction Management

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Location

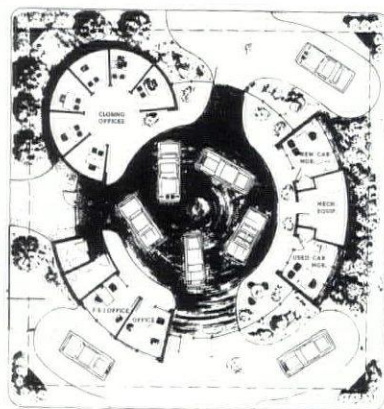
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Photography: Eric Oxendorf



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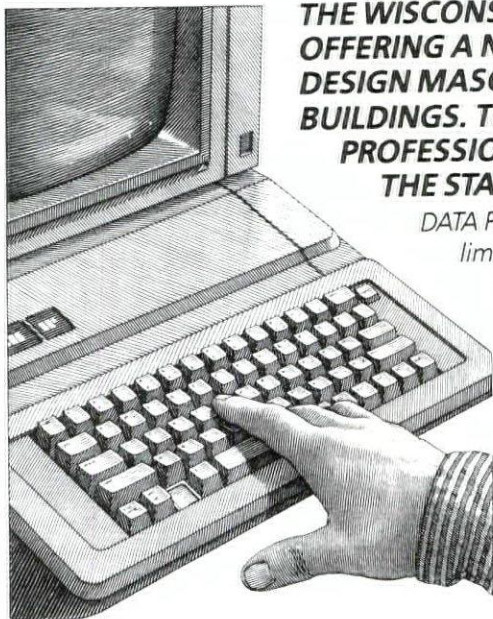
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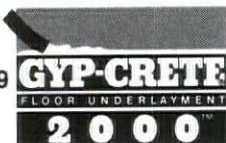
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Constructed as an automobile garage following World War I, Northern States Power Company has used the buildings for offices and sales since the late 1950's. This last phase of remodeling involving the General Office Building and an adjacent Operations Building made space for expanded operations, increased energy efficiency, and the efficiency of the office space. The Operations Building contains the central computers of the energy management systems as well as the business computer and central dispatching for the entire service area. The general office building houses administrative and support offices. A skyway links the two buildings at second floor level.

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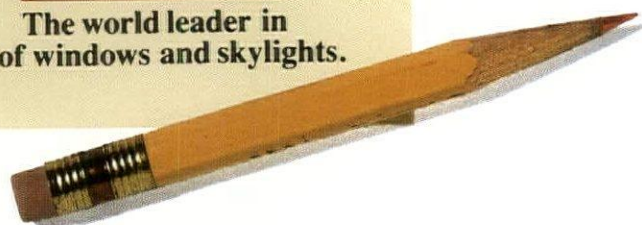
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Architects And Ethics

The AIA Code of Ethics and Professional Conduct became effective January 1, 1987 and governs the conduct of all AIA members. The preamble of the new Code of Ethics states that members of the AIA "are dedicated to the highest standards of professionalism, integrity and competence."

The Code of Ethics is arranged in three tiers of statements. It includes five "Canons" or broad principles of conduct, 17 "Ethical Standards" that provide more specific goals towards which members should aspire, and 30 mandatory "Rules of Conduct."

The mandatory Rules of Conduct provide the most specific guidance to AIA members; and it is the violation of these Rules that may lead to disciplinary action by the Institute. These Rules require, among other obligations, that member architects:

- Refrain from practicing if "substantially impaired by physical or mental disabilities."
- Obey all applicable public laws.
- Refrain from bribing public officials and from accepting bribes.
- Refuse to consent to any decision made by a client that violates a law or regulation and that endangers the public, and report such decisions as appropriate.
- Refuse to "counsel or assist" a client in a fraudulent or illegal activity.
- Not discriminate in their practices on the basis of race, religion, gender, age, national origin or nondisqualifying handicap.
- Disclose financial interests related to their public activities and professional relationships.
- Not agree to perform work for which they are not qualified.
- Maintain professional confidentiality (except in unusual circumstances).
- Behave honestly, fairly and reasonably.

The National Judicial Council of the AIA has the exclusive authority to interpret and enforce the Rules of Conduct under the Code. While the Ethical Standards and the Rules of Conduct are guides to professional performance that implement the broad principles contained in the Code, it is only a violation of a specific Rule of Conduct that can be the basis for discipline.

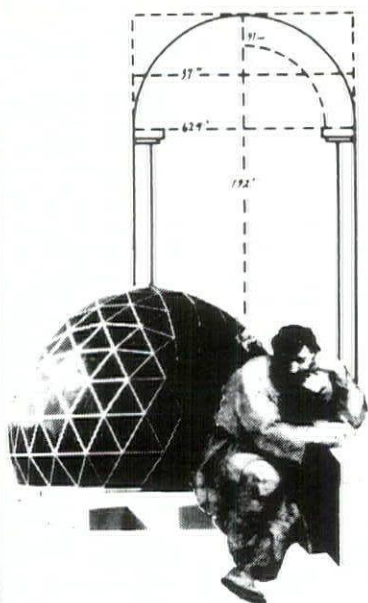
In the event an AIA member is found to have violated one or more Rules of Conduct, discipline in the form of admonishment, censure, suspension or termination of membership in the AIA may be imposed. The National Judicial Council cannot become involved in fee disputes or cases of general dissatisfaction with professional services. These are business issues between professionals and their clients that ordinarily raise no ethical issues. The Council, for example, cannot obtain refunds or require that professional work be redone or corrected.

In implementing the new AIA Code of Ethics, the WSA's role includes educating and informing its members about the Code and its provisions. The WSA office in Madison will serve as the clearing-house for information and materials provided by the AIA on the Code, and will provide the routine administrative functions necessary should a complaint be received regarding the conduct of a WSA member.

In addition, the WSA Board of Directors has authorized the establishment of an Ethics Committee to assist in resolving alleged violations of the AIA Code of Ethics prior to the filing of a formal complaint with the AIA's National Judicial Council. This WSA committee will be made up of an Executive Committee member, an Emeritus member, and the WSA Executive Director. It is being set up to receive grievances, allow for responses, and basically open up the lines of communications between the parties involved to facilitate an informal resolution.

In this capacity the WSA Ethics Committee acts as a facilitator to bring the parties involved in the complaint together to informally resolve their differences. The WSA, as an AIA component, is not authorized by the AIA to make a judgment in the case or take a position in favor of either party in the complaint. Parties not wishing to avail themselves of this opportunity, or if the Ethics Committee is not able to bring about an informal resolution of the matter, may send a formal complaint to the AIA National Judicial Council. This Council is authorized to make a judgment regarding the complaint and take disciplinary action if deemed prudent.

The success of the new AIA Code of Ethics will not depend on the number of complaints received. Rather, the Code will have served its purpose as it becomes known that members hew to a standard of professional ethics which sets them apart from nonmember practitioners. The primary role of the WSA will be to spread this knowledge in the course of conducting our regular programs and activities, responding to inquiries about the activities of our members, and attempting to informally resolve complaints brought under the Code.



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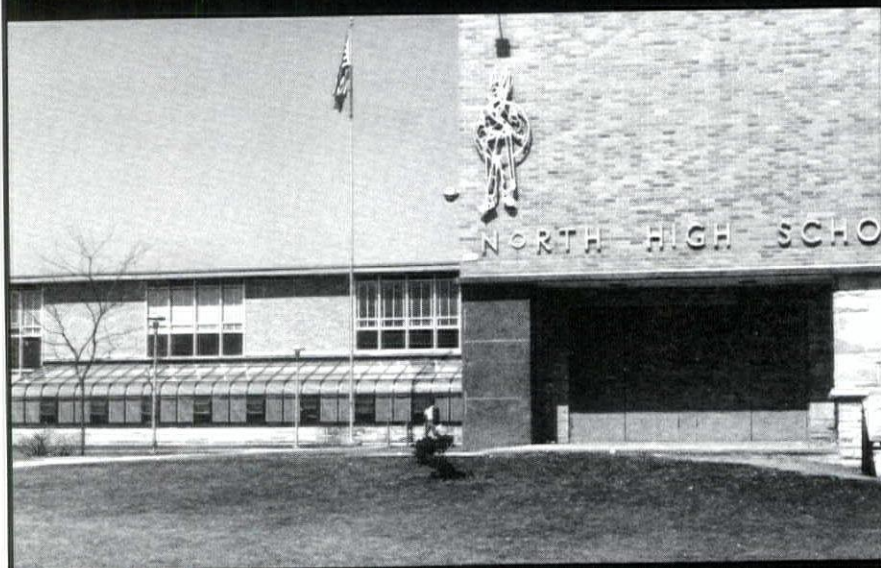
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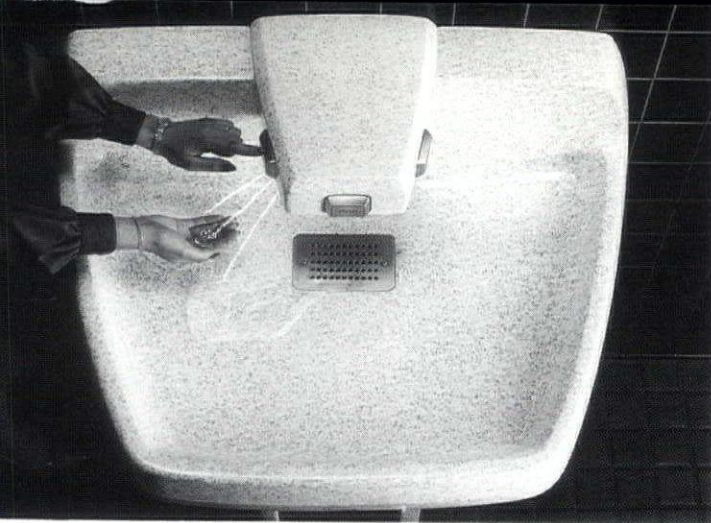


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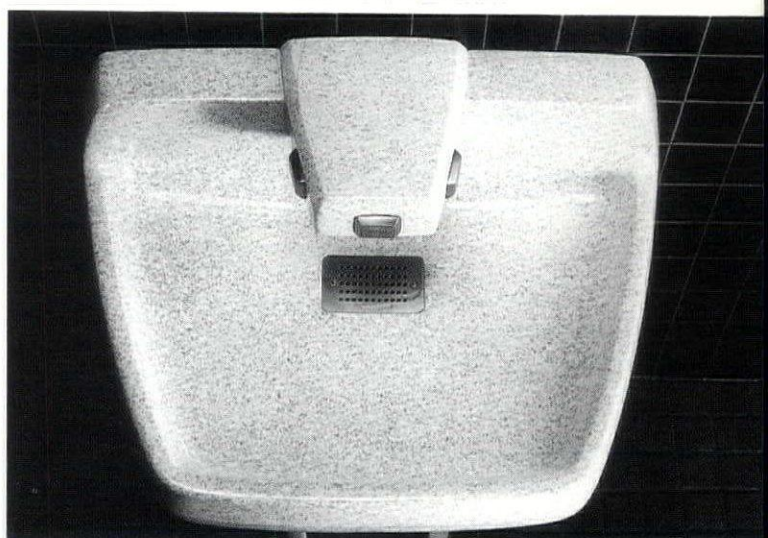
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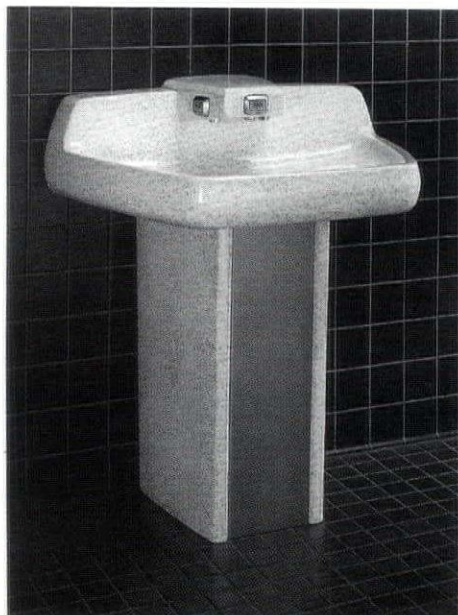
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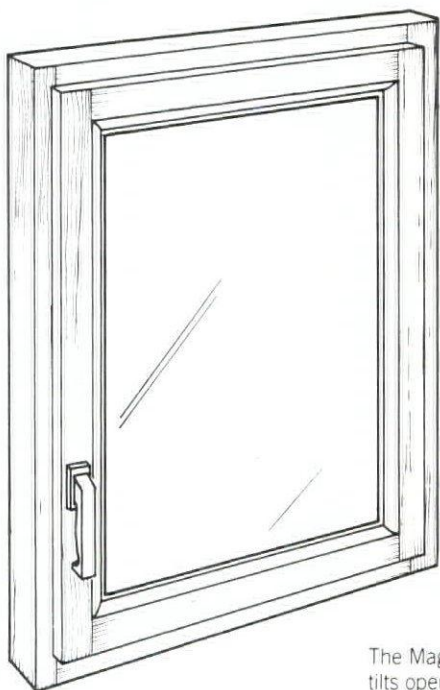
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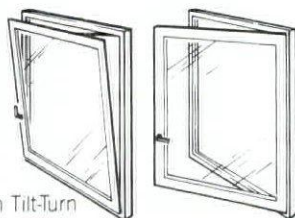
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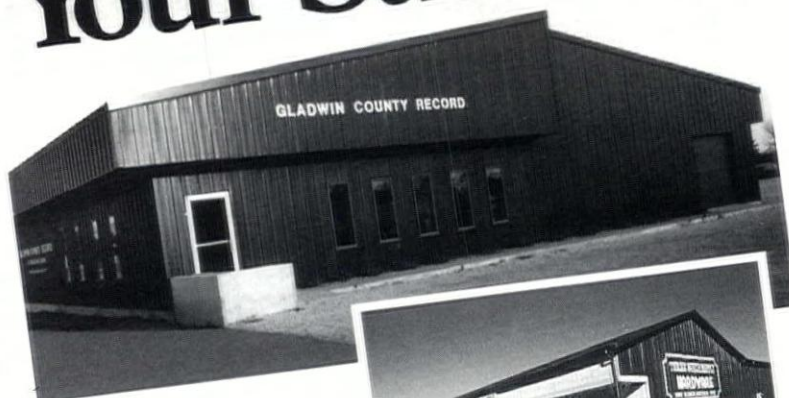
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The following students at the University of Wisconsin-Milwaukee School of Architecture and Urban Planning received WAF scholarships in 1986-87: Liza Bachrach, Jeff Bringenberg, Tod Gloeckler, Victoria Steiner, Brian Weinhold and Wade Weissman.

Through your continued support and participation, the WAF is able to help build a better Wisconsin through architectural education.

Ouch!

According to the news article, a public library board in Wisconsin recently went through a lengthy process of elimination to select an architect to conduct a feasibility study of its space needs. That's not so unusual.

What is interesting is how the library board apparently reacted to the bids submitted by the firms for the study. The high bid of \$11,000 "scared off several Board members" according to the article. On the other hand, the low bid of \$3,500 "caught the eye of some Board members, but alarmed others" who apparently had questions about what the library would receive at that price. Neither the low or high bidder got the job, but the article illustrates how price rather than qualifications can influence the selection of an architect. The news article has been placed in the "if they had only contacted the WSA" file. If you know of an owner who would benefit from the WSA's assistance in developing a process for selecting an architect on the basis of qualifications and competence, contact Van at the WSA office. This service is offered at no charge as a public

service by the WSA. The WSA has helped over 100 owners in establishing a Qualification Based Selection (QBS) process. It works.

Liability Crisis

The latest statistics on liability claims provided by the AIA graphically illustrate a problem you are all too well aware of . . . architects have faced a liability crisis of crippling proportions over the past 20 years. In 1960 there were 12 claims per 100 insured architects and engineers. By 1983, the last year for which the AIA has comprehensive data, this figure had risen to an average of 44.4 claims per hundred. The cost of claims also has increased dramatically. In 1960 the average cost of a successful claim was \$5,481. By 1983 that number had risen to \$148,500. These figures represent funds paid out by insurance companies in addition to high deductibles paid "out of pocket" by architects and engineers.

What can be done about this liability crisis? The WSA has joined forces with about 100 other organizations to form the Wisconsin Coalition for Civil Justice. The Coalition is working to bring about meaningful tort reform that would restore balance to Wisconsin's civil justice system and help hold down ever-increasing liability insurance costs. But state legislators need to hear directly from you about the true scope of the crisis and how it affects the architectural profession in Wisconsin.

Annual Golf Outing

It's time for the WSA's Annual Architect-Exhibitor Golf Outing. The outing is for WSA members and suppliers who exhibited at the 1987 WSA Convention. This year's Golf Outing will be held June 1, 1987 at the Lac Labelle Golf Club in Oconomowoc, Wisconsin. For more information, please contact Karen at the WSA office.

AIA Documents

In response to changes in the legal climate and the construction and insurance industries, the AIA has updated its A201 family of documents. The 1987 editions of the following 12 new or revised documents should be available in May:

- A201, General Conditions of the Contract for Construction;
- B141, Standard Form of Agreement Between Owner and Architect;
- A101, Standard Form of Agreement Between Owner and Contractor (Stipulated Sum);
- A107, Abbreviated Form of Agreement Between Owner and Contractor (Stipulated Sum);
- A111, Standard Form of Agreement Between Owner and Contractor (Cost Plus a Fee);
- A117, Abbreviated Form of Agreement Between Owner and Contractor (Cost Plus a Fee);
- A401, Standard Form of Agreement Between Contractor and Subcontractor;
- A511, Guide for Supplementary Conditions;
- A701, Instructions to Bidders;
- B151, Abbreviated Form of Agreement Between Owner and Architect;
- C141, Standard Form of Agreement Between Architect and Consultant; and
- C142, Abbreviated Form of Agreement Between Architect and Consultant.

The documents have been drafted together and will be published simultaneously to provide the construction industry with a fully integrated set of forms.

The C142 document is entirely new. Others have been revised based on comments received on earlier editions. The changes include new provisions governing shop drawing review, correction of work, engineers' certificates supplied by the contractor, and hazardous wastes encountered on the job site.

Of special interest to members is B141, which provides two separate categories of additional services. The contact at the AIA is Dale Ellickson, (202) 626-7440.

People & Places

Paul R. Schultz, AIA is pleased to announce the formation of Sunarc Studio. P.O. Box 826, Oconomowoc, WI 53066 (414) 567-3420. A team of consultants specialized in residential and commercial architecture and interior design.

Slater Associates, Inc., the Waukesha based architectural & construction firm has announced the purchase of SD Consultants, Inc., a Chicago Interior Design & space planning firm with offices at 35 E. Wacker Dr. SD Consultants provides space planning & interior design services to both building owners and corporate tenants.

Membership Action

Eurquin, Ronald, was approved for Student Membership in the Northeast Wisconsin Chapter.

French, James, was approved for Associate Membership in the Southeast Wisconsin Chapter.

Georgeson, Scott, was approved for AIA Membership in the Southeast Wisconsin Chapter.

Stangel, Michael, was approved for AIA Membership in the Northeast Wisconsin Chapter.

Kloiber, Thomas, was approved for AIA Membership in the Northeast Wisconsin Chapter.

Halm, Steven, was approved for AIA Membership in the Southeast Wisconsin Chapter.

Wise, Joseph, was approved for Student Membership in the Southeast Wisconsin Chapter.

Thompson, Thomas, was approved for AIA Membership in the Southeast Wisconsin Chapter.

Rod, Kevin, was approved for AIA Membership in the Southwest Wisconsin Chapter. He is upgraded from Associate Membership.

Lenz, Russell, was approved for Student Membership in the Southeast Wisconsin Chapter.

Olsen, Warren G., was approved for AIA Membership in the Southeast Wisconsin Chapter.

Smith, Robert B., was approved for AIA Membership in the Southwest Wisconsin Chapter.

Kennedy-Kimla, Lisa, was approved for AIA Membership in the Southeast Wisconsin Chapter. She is upgraded from Associate Membership.

Steevens, Gregg, was approved for Associate Membership in the Southeast Wisconsin Chapter.

Mudrovich, Thomas, was approved for AIA Membership in the Southeast Wisconsin Chapter.

College of Fellows

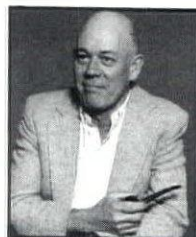
WSA member Wayne E. Spangler, AIA, of Rice Lake will be among 73 AIA members nationwide invested into the Institute's College of Fellows at the AIA National Convention in Orlando, Florida, June 19-22.

Fellowship is a lifetime honor conferred on members of 10 years good standing who have made significant contributions to the advancement of architecture. With the exception of the Gold Medal, which is granted to one individual annually, Fellowship is the highest honor the AIA bestows on any member.

Wayne has been in private practice in Rice Lake for 28 years and is well known and highly respected throughout the state of Wisconsin for his involvement in community affairs and his unique record of service to the Wisconsin Society of Architects. He has expressed his concerns with definite plans for action. He is being recognized for his creative service to his community and the profession.

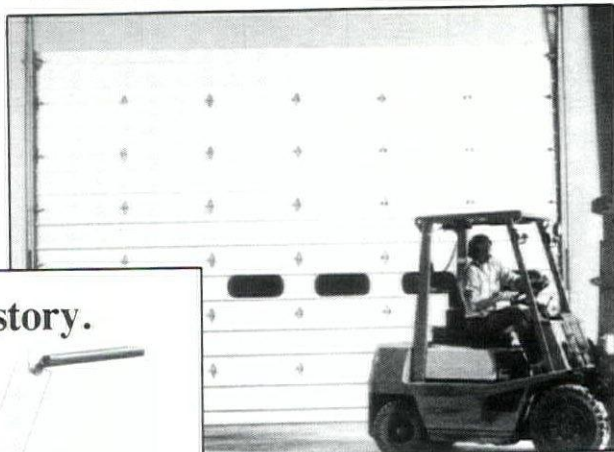
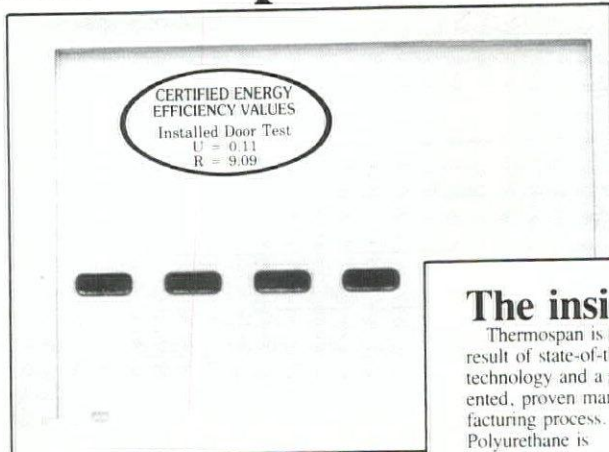
In continuous membership on the WSA Board of Directors for the past 19 years, including a term as WSA President, Wayne has led major improvements in public awareness, political action, conventions, publications, honor awards and registration issues. He fathered the development of Citations for Distinguished Service, Communicators Awards, People's Choice Awards, and an expanded Honor Awards program which has advanced the image of the profession throughout the state. He conceived and operated the Professional Responsibility Committee of the WSA which placed over 200 architects on state and local planning commissions.

Wayne Spangler has long believed that his professional skills and training should be freely available to promote and improve the quality of life in his community. He has volunteered professional assistance and led promotional efforts for a multitude of civic improvement projects for his community as well as local native American communities.



Wayne Spangler

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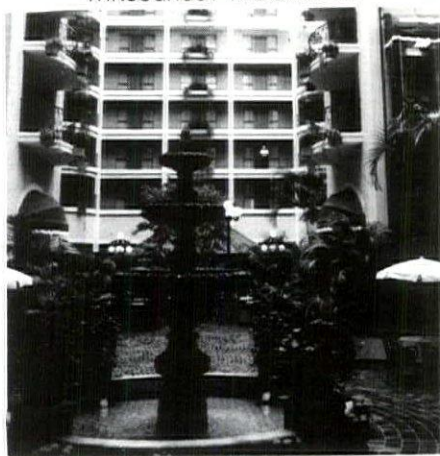


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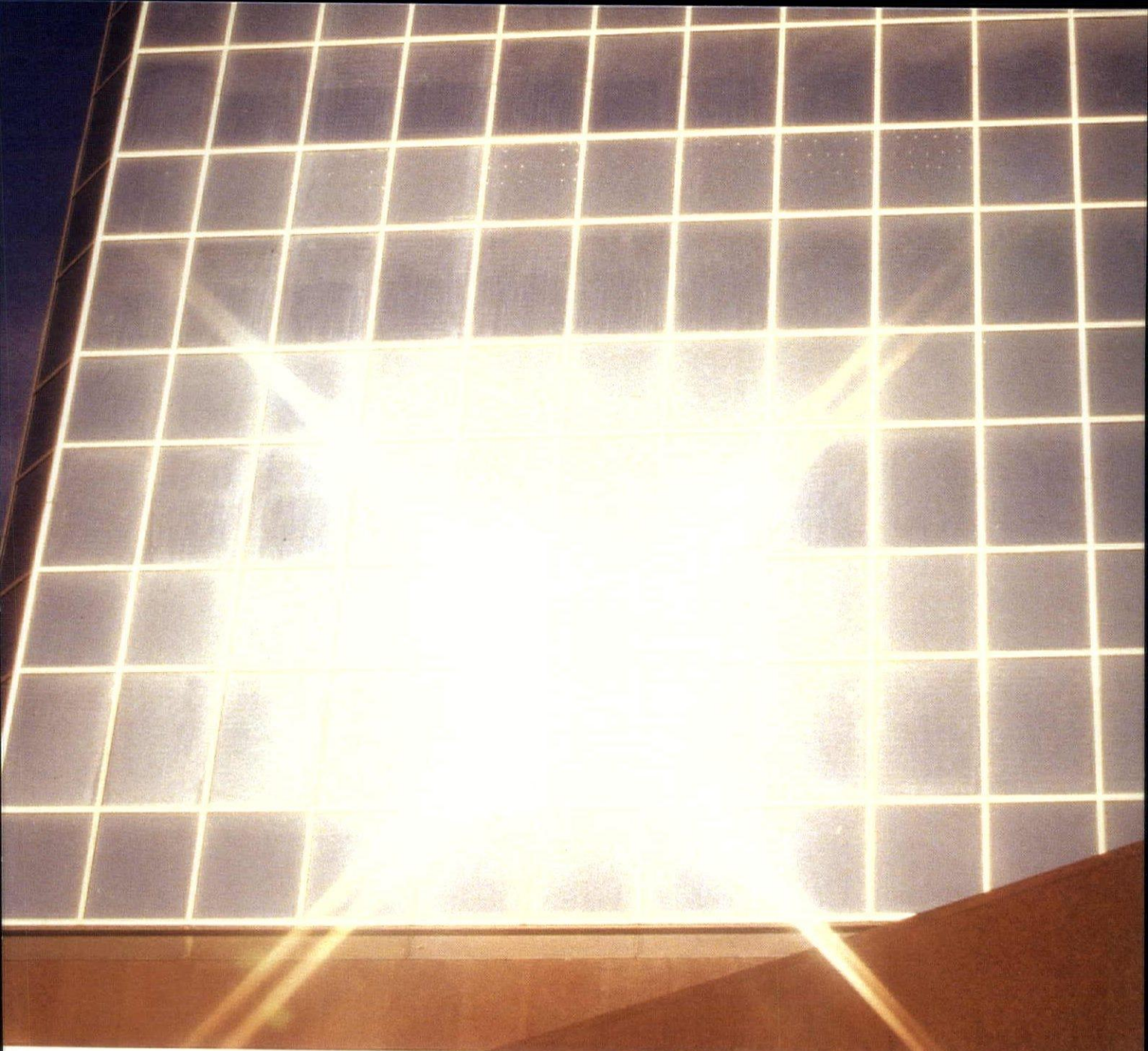


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Marketplace



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A new barrier-free water cooler, incorporating preferences indicated by a user survey, is being introduced by Elkay Manufacturing Co.

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Baker Mfg. Co.	Insert
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Builders World	28
The Cheney Co.	26
Dolan & Dustin, Inc.	35
David Fogelstrum & Assoc.	13
Graef, Anhalt, Schloemer Assoc., Inc.	35
The Great Lakes Group, Ltd.	35
HK Engineering, Inc.	35
Holand & Kurtz, Inc.	35
HSA Contractors, Inc.	8
Interpane Coatings, Inc.	33
Jerry's Cabinets & Supplies	20

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Kohler Co.	Insert
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Photocopy, Inc.	35
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Vande Hey Roofing Tile, Inc.	16
Velux-America, Inc.	24
Ver Halen, Inc.	21
Wayne Dalton	32
Weather-Tek Building Supplies	18
Wick Buildings	29
Wisconsin Bell	6
Wisconsin Brick & Block Corp.	32
Wisconsin Concrete & Products Assn.	20
Wisconsin Solar Design	26
Wisconsin Testing Laboratories	35
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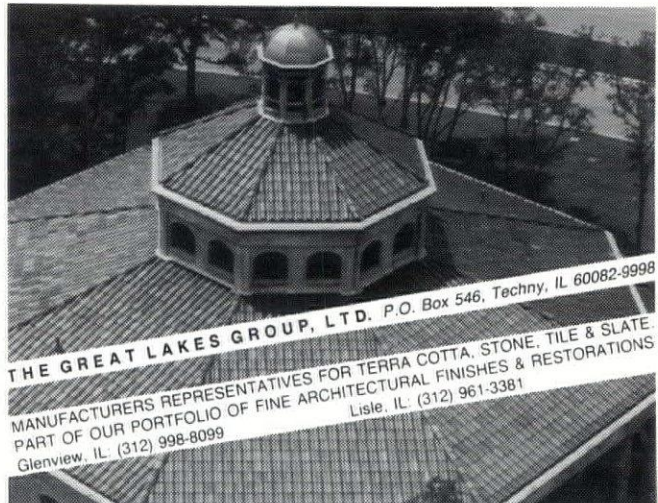
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